C9560-7

MARKET SURVEY OF THE

Poultry Tribune

THE MAGAZINE OF EGG BUSINESS MANAGEMENT

Audience

- Layer/Pullet Flock Sizes
- Projected Gains In Eggs Per Layer, Feed Conversion
- Health Problems; Control Practices; Expenditures
- Types Of Cages Preferred
- Feeder, Waterer Buying Considerations
- Shell Egg Processing Volume, Capacity
- Egg Cartons - Use, Types, Sizes
- Other Information

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by

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POULTRY TRIBUNE MARKET SURVEY

Purpose of Survey

The purpose of this survey was to update earlier POULTRY TRIBUNE survey market information, and to answer other questions more recently raised.

SURVEY METHOD

Sample Design: Every nth name was computer-drawn from the December 1981 POULTRY TRIBUNE BPA qualified U.S. circulation list of egg producers, egg contractors, pullet growers, flock supervisors, and shell egg processors. The value of n was such as to cover these lists and provide some 1,000 names. The list was arranged in zip code sequence during the nth name extraction.

Sample Size:

Number in mailing sample...	1,000
Number of usable returns...	584
Number of unusable returns.	44
Number of returns.....	628
Percent response.....	62.8%

Questionnaire Design: The questionnaire - that appears at the back of this report - was designed to obtain the information considered most needed by the POULTRY TRIBUNE staff and by suppliers to the egg industry. The order, arrangement, and wording of the questions were guided by generally accepted mail survey technique.

Mailing Procedure: Computer-printed control cards containing the survey sample names and other information were numbered consecutively. Each questionnaire mailed was also numbered to match the number assigned the recipient on the control card.

The first mailing went out December 14, 1981. On December 28th a post card reminder was sent to each non-respondent.

A follow-up questionnaire was mailed January 7, 1982 to all non-respondents.

A third questionnaire (second follow-up) identical to those in the earlier mailings went out to second mailing non-respondents on January 27th.

Tabulation and Report Writing: The survey returns were tabulated by Analytical Computer Service Inc., Chicago. The Watt Publishing Company Research Section wrote this report.

POULTRY TRIBUNE MARKET SURVEY

HIGHLIGHTS

1. 74% of the readers reported having on hand an average of about 130,000 chickens 3 months old and over. The percent of readers who raised replacement pullet chicks increased from 33% earlier reported for the twelve months ending May 1977 to 40% who reported raising an average of 133,000 pullets each in 1981. (pages 7-8)

2. At survey time 15% of the producers had an average inventory of about 8,200 brown-egg layers. (page 9)

3. Egg producers (a) got an average of 246 eggs per layer in 1981, and estimate they will get 262 eggs per layer in 1986; and (b) reported using an average of 4.0 pounds of feed per dozen eggs produced in 1981, and estimate this will have dropped to an average of 3.7 pounds in 1986. (pages 12-13)

4. While 67% of the producers bought complete layer and/or pullet feed in 1981 (down from the 78% earlier reported for the twelve months ending May 1977), the percent buying premix grew from 5% to 10%, and the percent making feed from the ground up grew from 5% to 11%. (page 14)

5. 85% of the producers ranked one or more 1981 layer health problems they had and considered serious. Ranked "most serious" by the largest percent of producers (26%) was Mites, followed by Flies (16%) and Marek's (13% - up from the 8% reported in 1977). The top three health problems receiving any rank were again Mites (56%), Flies (53%), and Marek's (29% - up from 21%). (page 15)

6. In 1981 85% of the producers spent an average of about $4,300 each for pullet/layer feed additive health products - up from the $2,480 earlier reported for the twelve months ending May 1977. And 75% of the producers spent an average of $7,600 each for non feed-additive ("packaged") health products - up from $1,800. (pages 16-17)

7. More than half (60%) of the egg producers reported problems with poor egg shell quality; and of these, the percent losing 5% or more of their egg production through poor quality shells grew from 15% (reported in 1977) to 24%. (page 26)

8. Most of the egg output of 37% of the egg producers is processed by them on the farm (rather than picked up and processed elsewhere). Of this group, 29% have in-line shell egg processing where eggs move directly from layer to processing without being touched by hand until they reach the consumer. (page 27)

9. 37% of the shell egg processors processed 100,000 or more cases in 1981 - up from 28% earlier reported for the twelve months ending May 1977. And 33% of the processors have a total shell egg processing capacity of 100 or more cases per hour - up from only 19%. (page 29)

10. 23% of egg cartoners expect their use of one or more egg carton sizes to increase at a faster rate than other sizes in the next two years. Over half of this group expects an above-average increase in their use of the 18-egg carton. (page 31)

POULTRY TRIBUNE MARKET SURVEY

DETAILED FINDINGS

1. READERS'* BUSINESS ACTIVITIES

	Percent of Readers Reporting
Respondents.. 571	
Independent table egg producer - produce table eggs independently without production contract.....	39%
Contract table egg producer - produce table eggs under production contract for someone else.....	21%
(Either or both of above).....	(59%)
Table egg contractor - have others produce table eggs for me under production contract.....	8%
(Independent and/or contractor table egg producer).....	(43%)
(Any of above).....	(63%)
Producer of started pullets (for use by others).....	16%
Layer breeder or layer hatching egg producer.....	6%
Broiler breeder or broiler hatching egg producer.....	5%
(Either or both of preceding two items).....	(10%)
(Any of above).....	(81%)
Flock supervisor.....	11%
Shell egg processor (washing, grading, sizing, oil treating, cartoning, and/or packing shell eggs).....	22%
Other.....	14%

*"Readers" refers to the approximately 12,024 names on the December 1981 Poultry Tribune BPA qualified U.S. circulation list classified as egg producers, egg contractors, pullet growers, flock supervisors, and shell egg procoessors.

2. "Do any other people usually share your copy of POULTRY TRIBUNE?"

Percent of (558 reporting) subscribers answering "Yes"..... 43%

(a) "If 'yes,' about how many other people?"

	Among Subscribers Sharing Their Copy of Poultry Tribune, Percent Reporting
Respondents..	224
5 or more other people.....	6%
4 other people.....	12%
3 other people.....	17%
2 other people.....	30%
1 other person.....	35%

Among subscribers sharing their copy of Poultry Tribune, average number of pass-along readers per copy..... 2.2

Among all subscribers, average number of pass-along readers per copy..... 1.0

3. "Do you now have chickens 3 months old and over in your own or contract flocks?"

Percent of (468 reporting) readers* answering "Yes"..... 74%

(a) "If 'yes,' about how many?"

Among Readers Having Chickens* 3 Months Old and Over, Percent Reporting	
Respondents..	301
100,000 or more chickens.....	18%
50,000 - 99,999 chickens.....	14%
20,000 - 49,999 chickens.....	28%
10,000 - 19,999 chickens.....	24%
Under 10,000 chickens.....	16%

Average number of chickens 3 months old and over, per reader having any..... 130,000

*Excludes egg contractors and chickens reported by egg contractors to avoid counting twice the chickens reported by contract egg producers.

Note: Throughout this report, numerical responses (number of layers, number of pullet chicks raised, etc.) are not projectable to the applicable circulation to the extent that larger poultry operations include more than one person who receives Poultry Tribune. In the case of "check-off" responses, this is of little or no consequence.

3. (cont.)

(b) "Did you raise any replacement pullet chicks in the last twelve months?

Percent of (446 reporting) readers* answering "Yes"... 40%

(1) "If 'yes,' about how many?"

	Among Readers Raising Replacement Pullet Chicks,* Percent Reporting
Respondents..	160
100,000 or more pullets.....	33%
50,000 - 99,999 pullets.....	21%
20,000 - 49,999 pullets.....	24%
10,000 - 19,999 pullets.....	9%
Under 10,000 pullets.....	13%

Average number of replacement pullet chicks raised, per reader raising any..... 133,000

*Excludes egg contractors and pullet chicks reported by egg contractors to avoid counting twice the pullets reported by contract producers.

4. "Do you now have any brown-egg layers in your own or contract flock(s)?"

Percent of (379 reporting) producers 1/ 2/ answering "Yes"..... 15%

"If 'yes'"

(a) "About how many?"

	Among Producers Who Have Brown-Egg Layers, 2/ Percent Reporting
Respondents..	64
30,000 or more brown-egg layers.	8%
10,000 - 29,999 brown-egg layers	19%
5,000 - 9,999 brown-egg layers..	17%
2,000 - 4,999 brown-egg layers..	26%
1,000 - 1,999 brown-egg layers..	16%
1 - 999 brown-egg layers.....	14%

Average number of brown-egg layers per producer having any..... 8,225

(b) "Do you expect the number of brown-egg layers in your own or contract flock(s) to be larger, or smaller, in five years?"

	Among Producers Who Have Brown-Egg Layers, Percent Reporting
Respondents..	66
A lot larger.....	6%
Somewhat larger.....	33%
About same as now.....	50%
Somewhat smaller.....	6%
A lot smaller.....	5%

1/ Throughout this report "Producers" refers to readers who are producers of table eggs, hatching eggs, and/or who grow pullet chicks. As of December 1981 the number of Poultry Tribune U.S. producers was approximately 9,739.

2/ Excludes egg contractors and brown-egg layers reported by egg contractors to avoid double counting of producers and brown-egg layers reported by contract producers.

5. "What are your top three considerations in selecting a strain of pullets or layers?"

	Percent of Producers Reporting
Respondents.. 388	
Livability	63%
Feed conversion rate	68%
Size of bird	12%
Disease resistance	27%
Early maturity	7%
Price of pullet	9%
Supplier's technical information assistance	7%
Number of eggs per hen housed	58%
Percentage of undergrades	10%
Egg shell color	4%
Egg shell strength	32%
Haugh units (interior egg quality)	5%
Egg size	30%
Other	5%

5. (cont.)

(a) Least Important Features In Selecting A Strain Of Pullets Or Layers

	Percent of Producers Reporting
Respondents..	270
Livability.....	2%
Feed conversion rate.....	2%
Size of bird.....	30%
Disease resistance.....	1%
Early maturity.....	19%
Price of pullet.....	23%
Supplier's technical information assistance.....	39%
Number of eggs per hen housed.....	3%
Percentage of undergrades.....	7%
Egg shell color.....	45%
Egg shell strength.....	1%
Haugh units (interior egg quality)....	26%
Egg size.....	4%
Other.....	1%

6. "On the average, about how many eggs per layer per year did you get in the last twelve months?"

	Percent of Egg Producers Reporting
Respondents.. 283	
265 or more eggs per layer.....	21%
250 - 264 eggs per layer.....	32%
235 - 249 eggs per layer.....	26%
1 - 234 eggs per layer.....	21%

Average number of eggs per layer reported by egg producers for 1981..... 246

(a) "Roughly how many eggs per layer do you estimate you will get five years from now?"

	Percent of Egg Producers Reporting
Respondents.. 200	
290 or more eggs per layer.....	16%
265 - 289 eggs per layer.....	34%
250 - 264 eggs per layer.....	30%
1 - 249 eggs per layer.....	20%

Average annual number of eggs per layer that egg producers estimate they will get five years from survey time..... 262

7. "On the average, about how many pounds of feed did your layer operation use per dozen eggs produced in 1981?"

	Percent of Egg Producers Reporting
Respondents.. 256	
More than 4.0 lbs. of feed.....	20%
3.9 - 4.0 lbs. of feed.....	29%
3.6 - 3.8 lbs. of feed.....	31%
Less than 3.6 lbs. of feed.....	20%

Average amount of feed reported used per dozen eggs produced in 1981..... 4.0 pounds

(a) "Roughly how many pounds of feed do you estimate you will use per dozen eggs five years from now?"

	Percent of Egg Producers Reporting
Respondents.. 183	
More than 4.0 lbs. of feed.....	9%
3.9 - 4.0 lbs. of feed.....	13%
3.6 - 3.8 lbs. of feed.....	29%
Less than 3.6 lbs. of feed.....	49%

Average amount of feed that egg producers estimate they will use per dozen eggs produced five years from survey time..... 3.7 pounds

8. "Is it proper, in your opinion, for layer breeder companies to also engage in table egg production?"

	Percent of Producers Answering
Respondents.. 354	
Yes.....	44%
No.....	56%

9. "What was the source of your layer and/or pullet feed in 1981?"

	Percent of Producers Reporting
Respondents..	396
Bought as complete feed.....	67%
Bought as commercial supplement which is mixed with grain on the farm.....	11%
Bought as premix to which you add soybean meal and grain on the farm.....	10%
(Either or both of preceding two items).....	(20%)
Built from the ground up on the farm starting with purchased micro-ingredients.....	11%
Other.....	8%

(a) "If you bought premix and/or commercial supplement, about how much did you include per ton of finished feed?"

	Premix	Supplement
	Percent of Premix-Using Producers Reporting	Percent of Supplement-Using Producers Reporting
Respondents..	49	47
Less than 35 lbs.....	57%	4%
35 to 64 lbs.....	10%	2%
65 to 99 lbs.....	12%	2%
100 to 149 lbs.....	12%	-
150 to 299 lbs.....	16%	11%
300 to 499 lbs.....	2%	47%
500 or more lbs.....	2%	36%

10. "Do you routinely feed a medicated feed to improve egg production?"

Percent of (337 reporting producers) answering "Yes"..... 28%

(a) "If 'yes,' what type(s) of drug(s) do you use?"

	Among Producers Who Routinely Use A Medicated Layer Feed, Percent Reporting
Respondents..	86
Antibiotic.....	76%
Anticoccidial agent..	15%
Nitrofuran.....	6%
Wormer.....	28%
Other.....	15%

11. RANKING OF IMPORTANT LAYING FLOCK HEALTH PROBLEMS OF 1981

Percent of (317 reporting) producers ranking one or more health problems that were serious to them..... 85%

Layer Health Problem	Percent of (269 reporting) Producers Assigning A Rank Of . . . 1	2	3	4	5	6	7	8	9	10	11	12	Any Rank
Chronic Respiratory Disease or Air Sac (PPLO).....	9%	4%	2%	*	*	*	-	1%	-	-	-	-	17%
Infectious Bronchitis....	4%	2%	2%	1%	1%	*	1%	1%	*	-	-	-	13%
Coccidiosis.....	7%	4%	2%	*	*	2%	-	*	1%	-	*	-	18%
Lymphoid Leukosis.....	5%	7%	2%	1%	1%	-	*	-	-	-	-	-	16%
Lice.....	4%	5%	3%	2%	1%	*	1%	-	-	*	1%	*	18%
Mites.....	26%	18%	6%	2%	*	1%	*	1%	*	-	*	-	56%
Marek's.....	13%	10%	3%	2%	1%	-	-	-	-	-	-	-	29%
Mycosis.....	4%	6%	1%	1%	-	*	*	-	1%	1%	-	-	15%
Newcastle.....	1%	3%	2%	2%	*	1%	*	-	*	*	-	-	11%
Worms.....	3%	7%	4%	3%	1%	*	*	1%	*	1%	-	-	21%
Flies.....	16%	22%	6%	4%	2%	1%	1%	-	-	1%	*	-	53%
Other.....	8%	3%	2%	1%	*	-	-	-	-	-	1%	*	16%

*Less than 0.5%.

12. "Which of the following types of health products did you use as pullet and/or layer feed additives for treatment or prevention in 1981?"

	Percent of Producers Reporting
Respondents..	326
Antibiotic(s).....	52%
Anticoccidial agent(s)...	24%
Nitrofuran(s).....	7%
Sulfa drug(s).....	9%
Wormer(s).....	27%
Other.....	7%
Don't know.....	13%
None.....	15%

(a) "About how much, if any, was spent for the feed additive health products checked in question 12 above that you used in the last twelve months?"

	Among Producers Using Pullet And/Or Layer Feed Additive Health Products, Percent Reporting
Respondents*..	97
$30,000 or more.....	3%
$5,000 - $29,999.....	16%
$1,000 - $4,999.....	20%
$200 - $999.....	43%
$1 - $199.....	18%

Average expenditures in 1981 for pullet and/or layer feed additive health products, per producer using any..... $4,300

*Excludes expenditures reported by contract egg producers to avoid counting twice the expenditures reported by egg contractors.

13. "Which of the following types of health products for your pullet and/or layer operation did you use other than in feed (through drinking water, by injection, by eye dropper, etc.) in 1981?"

	Percent of Producers Reporting
Respondents..	346
Antibiotic(s).....	24%
Anticoccidial agent(s).....	10%
Lice control product(s).....	10%
Miticide(s).....	13%
Nitrofuran(s).....	3%
Sulfa drug(s).....	4%
Vaccine(s).....	95%
Wormer(s).....	21%
Other.....	7%
Don't know.....	10%
None.....	25%

(a) "About how much, if any, was spent for the non-feed additive health products in question 13 above that you used in the last twelve months?"

	Among Producers Using Pullet And/Or Layer Non-Feed-Additive Health Products, Percent Reporting
Respondents*..	81
$30,000 or more.....	7%
$5,000 - $29,999.....	14%
$1,000 - $4,999.....	27%
$200 - $999.....	27%
$1 - $199.....	25%

Average expenditures in 1981 for pullet and/or layer non-feed additive health products, per producer using any..... $7,600

*Excludes expenditures reported by contract egg producers to avoid counting twice the expenditures reported by egg contractors.

14. "For which of the following diseases, if any, are your layers vaccinated?"

	Among Producers Whose Layers Are Vaccinated, Percent Reporting
Respondents..	327
Bronchitis.....	74%
Coryza.....	9%
Fowl Pox.....	63%
Laryngotracheitis.....	28%
Marek's.....	82%
Newcastle.....	89%
Other.....	17%

15. "In what form, if any, do you apply lice and/or mite control products to the layers and/or pullets in your operation?"

	Percent of Producers Reporting For . . .	
	LICE Control	MITE Control
Respondents..	160	260
Dust.....	44%	43%
Mist or Fog.....	20%	20%
Spray.....	51%	59%
Other.....	2%	*

*Less than 0.5%.

16. TYPE(S) OF FLY CONTROL PROGRAM FOLLOWED

	Percent of Producers Reporting
Respondents.. 367	
Larvicide on the droppings.....	25%
Surface spray on the walls.....	42%
Fly bait in the alley ways.....	57%
Misting in the air.....	32%
Biological control.....	8%
Other.....	13%
Do not attempt to control.....	7%

17. "If you raise replacement pullets, at what age are they placed in cages or on wire?"

	Among Producers Who Raise Replacement Pullets, Percent Reporting
Respondents.. 214	
At day 1.....	22%
Older than day 1, but less than 8 weeks old.....	2%
8 to 9 weeks old.....	2%
10 to 17 weeks old.....	4%
18 to 20 weeks old.....	50%
More than 20 weeks old.....	10%
Never.....	10%

18. "If you have caged layers, do any of them have FOUR or more inches of feed trough space?"

Among (306 reporting) producers who have caged layers, percent answering "Yes"..... 52%

(a) "If 'yes,' about what percent of them do?"

Among Producers Who Provide 4 Or More Inches Of Feed Trough Space To Some Or All Of Their Caged Layers, Percent Reporting

Respondents..	158
1% to 24.9%.....	9%
25% to 49.9%.....	10%
50% to 74.9%.....	13%
75% to 99.9%.....	18%
100%.....	50%

19. "If you have caged layers or pullets, about how many square inches of cage area do you prefer per layer and/or per pullet?"

	Among Producers With Caged Layers, Percent Reporting
Respondents..	269
Under 47 sq. in. per layer....	6%
47 - 50 sq. in. per layer.....	16%
51 - 54 sq. in. per layer.....	31%
55 - 58 sq. in. per layer.....	17%
59 - 60 sq. in. per layer.....	8%
Over 60 sq. in. per layer.....	22%

	Among Producers With Caged Pullets, Percent Reporting
Respondents..	64
Under 38 sq. in. per pullet...	6%
38 - 41 sq. in. per pullet....	19%
42 - 45 sq. in. per pullet....	41%
46 - 48 sq. in. per pullet....	14%
Over 48 sq. in. per pullet....	20%

20. "What type(s) would you like your next layer cages to be?"

	Among Producers With Caged Layers, Percent Reporting
Respondents..	297
Reverse cages (wider than deep - 1 bird deep so every bird has access to feed)..	35%
Stacked cages (front walls of cages are flush).....	6%
Single tier cages.....	9%
Double deck cages.....	26%
Triple deck cages.....	28%
Other.....	8%

21. "What type would you like your next layer manure-handling system to be?"

	Percent of Egg Producers Reporting
Respondents..	283
Non-overlapping cages requiring no manure handling.....	51%
Cages with metal or plastic dropping boards requiring mechanical scraping..	11%
Tiered cages with self-cleaning plastic shields.....	28%
Other.....	10%

22. "What impact do you feel the animal rights movement will have on your layer and/or pullet operation?"

	Percent of Producers Reporting
Respondents..	353
Very costly.....	23%
Somewhat costly.....	34%
No impact.....	43%

23. "If you have layers, what type(s) of watering system(s) do you use for them?"

	Percent of Egg Producers Reporting
Respondents..	415
Cup system.....	65%
Nipple.....	17%
(Either or both of above)....	(74%)
Continuous flow trough.....	32%
Other.....	7%

(a) TYPE(S) OF WATERER(S) EGG PRODUCERS ARE LIKELY TO BUY NEXT TIME

	Percent of Egg Producers Reporting
Respondents..	235
Cup system.....	57%
Nipple.....	21%
(Either or both of above)....	(77%)
Continuous flow trough.....	19%
Other.....	5%

24. "What is your most important consideration in selecting a watering system?"

	Percent of Producers Reporting
Respondents..	389
Reliability.....	69%
Level of mortality when system is first installed.....	3%
Cleaning time.....	12%
Price.....	8%
Production performance.....	35%
Other.....	3%

25. "What is your first consideration in choosing a feeding system?"

	Percent of Producers Reporting
Respondents..	387
Reliability.....	73%
Price.....	9%
Energy required to operate feeder.....	6%
Feed conversion.....	36%
Other.....	1%

26. "If you raise pullets . . .

(a) How important is fuel economy in your choice of chick brooders?"

	Percent of Pullet Raisers Reporting
Respondents..	168
Of considerable importance..	69%
Of some importance.....	27%
Of no importance.....	4%

(b) "What energy source(s) do your brooders use?"

	Percent of Pullet Raisers Reporting
Respondents..	196
Propane.....	71%
Natural gas.....	29%
(Either or both of above)....	(89%)
Electricity.....	7%
Other.....	13%

(c) "If you use propane or natural gas brooders, about how many birds do you place at one time per brooder?"

	Among Pullet Raisers Who Use Propane Or Natural Gas Brooders, Percent Reporting
Respondents..	127
1,000 or more birds per brooder....	28%
800 - 999 birds per brooder.....	18%
600 - 799 birds per brooder.....	29%
1 - 599 birds per brooder.....	25%

27. "Do you have a stand-by electric generator for your layer or pullet operation?"

	Percent of Producers Reporting
Respondents..	405
Yes...	67%
No....	33%

28. "Do you have problems with poor egg shell quality?"

Percent of (370 reporting) egg producers answering "Yes"..... 60%

"If 'yes'" . . .

(a) "How serious are they?"

	Among Egg Producers Who Have Problems With Poor Egg Shell Quality, Percent Reporting
Respondents..	258
Very serious.....	4%
Serious.....	8%
Acceptable, but a problem.....	64%
Minor problem.....	24%

(b) "Approximately what percent of your egg production do you lose through poor quality shells?"

	Among Egg Producers Who Have Problems With Poor Egg Shell Quality, Percent Reporting
Respondents..	228
10% or more.....	4%
5% - 9.9%.....	20%
2% - 4.9%.....	47%
Less than 2%.....	29%

29. "Is most of your egg output processed by you on the farm, or picked up and processed (washed, graded, cartoned etc.) elsewhere?"

	Percent of Egg Producers Reporting
Respondents.. 370	
Processed by us on the farm.....	37%
Picked up and processed elsewhere	62%
Other.....	1%

(a) "If you process most of your egg output on the farm, do you have in-line shell egg processing - where eggs move from the layer directly to processing without being touched by hand until they reach the consumer?"

	Among Egg Producers Who Process Most Of Their Own Egg Output On The Farm, Percent Reporting
Respondents.. 128	
Yes...	29%
No....	71%

30. "Do you expect a larger, or a smaller, percent of your eggs to be cartoned on your farm (rather than by an outside specialized shell egg processing company) in the next three years?"

	Percent of Egg Producers Reporting
Respondents.. 310	
Larger percent.....	25%
Smaller percent.....	6%
No change.....	67%
Other.....	2%

31. SHELL EGG PROCESSING OPERATIONS PERFORMED BY READERS

	Percent of Readers Reporting
Respondents..	436
Wash eggs.....	52%
Grade for size.....	54%
Grade for quality.....	50%
Pack eggs in cartons.....	50%
Pack eggs in cases.....	67%
Break eggs.....	6%
Freeze eggs.....	3%
Dry eggs.....	1%
Pasteurize eggs.....	2%
Make further processed egg products.....	3%
None of above.....	26%

32. "If you process (wash, grade, carton) any shell eggs, about how many cases did you process in the last twelve months?"

	Percent of Shell Egg Processors Reporting
Respondents.. 176	
300,000 or more cases*.....	14%
100,000 - 299,999 cases.....	23%
10,000 - 99,999 cases.....	32%
1 - 9,999 cases.....	31%

Average number of cases processed in 1981, per shell egg processor..... 125,000 cases

*30 dozen each or equivalent.

33. "What is the approximate total capacity of your shell egg processing room or plant?"

	Percent of Shell Egg Processors Reporting
Respondents.. 195	
200 or more cases per hr....	17%
100 - 199 cases per hr.....	16%
20 - 99 cases per hr.....	44%
1 - 19 cases per hr.....	23%

Average capacity of shell egg processing room or plant, per shell egg processor..... 103 cases per hour

34. "If you pack eggs in cartons . . .

(a) What type(s) of carton(s) do you use?"

	Percent of Egg Cartoners Reporting
Respondents..	198
Foam plastic	80%
Molded fiber	54%
Paperboard	15%
Transparent plastic	4%
Foam plastic with see-through over-wrap	10%
Molded fiber with see-through over-wrap	13%
Paperboard with see-through over-wrap	6%
Other	2%

(b) "How many eggs can each of your cartons hold?"

	Percent of Egg Cartoners Reporting
Respondents..	198
30 eggs	26%
18 eggs	12%
12 eggs	98%
6 eggs	-
Other (written-in):	
8 eggs	4%
20 eggs	3%
36 eggs	3%
24* eggs	1%

*The 23-egg carton size that inadvertently appeared in the questionnaire listing was intended to be a 24-egg carton - a size likely used by few egg producers based on the comparative incidence of usage of other carton sizes that were also written-in.

34. (cont.)

(c) "Do you expect your use of any of the carton sizes in question 34(b) above to increase at a faster rate than the others in the next two years?"

Percent of (177 reporting) egg cartoners answering "Yes"... 23%

(1) "If 'yes,' which carton size(s)?"

Among Egg Cartoners Who Expect Their Use Of Any Carton Size(s) To Increase Faster Than The Others, Percent Reporting

Respondents..	41
30-egg.....	17%
24-egg.....	5%
18-egg.....	54%
12-egg.....	24%
6 egg.....	5%
Other (written-in):	
8-egg.....	7%
10-egg.....	2%
20-egg.....	2%

(d) "Who decides on the type and size of egg cartons that you use?"

	Percent of Egg Cartoners Reporting
Respondents..	184
We do (the egg cartoner).....	61%
The egg buyer that we sell to....	50%
Other.....	2%

35. "In the next five years . . .

(a) Do you expect your sales of extra large or jumbo eggs to grow at a faster, or a slower, rate than your total egg sales?"

	Percent of Egg Producers Reporting
Respondents..	234
Grow faster.....	22%
Grow slower.....	14%
Grow at same rate.....	61%
Other.....	3%

(b) "Do you expect your sales of smaller eggs, (perhaps 22 to 23 ounces per dozen) to grow at a faster, or a slower, rate than your total egg sales?"

	Percent of Egg Producers Reporting
Respondents..	224
Grow faster.....	11%
Grow slower.....	23%
Grow at same rate.....	63%
Other.....	3%

36. "How many people on your farm or in your firm influence the selection and purchase of your layers and/or pullets, feed, health products, housing, production equipment, and/or shell egg processing and packaging equipment and supplies?"

	Percent of Readers Reporting
Respondents..	335
5 or more.....	12%
3 or 4.....	29%
2.....	36%
1.....	23%

Average number of people who influence the selection and purchase of egg business inputs, per farm or firm..... 3.1 Influence buying

(a) "How many of these people (included in your answer to question 36) see salesmen regularly?"

	Percent of Readers Reporting
Respondents..	335
5 or more.....	7%
3 or 4.....	19%
2.....	31%
1.....	33%
None.....	10%

Average number of buying influences who regularly see salesmen, per farm or firm.... 2.0 See salesmen regularly

Percent of (335 reporting) readers answering that one or more of their buying influences do not see salesmen regularly..... 35%

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EDITOR'S GUIDE

CONFIDENTIAL INFORMATION
To help improve POULTRY TRIBUNE

The confidential information you give here is vitally important to me in making future issues of POULTRY TRIBUNE still more useful to you.

David Amey, Editor

START HERE

Please check each of the following items that help describe your business activities.

- ☐ Independent table egg producer – produce table eggs independently without production contract
- ☐ Contract table egg producer – produce table eggs under production contract for someone else
- ☐ Table egg contractor – have others produce table eggs for me under production contract
- ☐ Producer of started pullets (for use by others)
- ☐ Layer breeder or layer hatching egg producer
- ☐ Broiler breeder or broiler hatching egg producer
- ☐ Flock supervisor
- ☐ Shell egg processor (washing, grading, sizing, oil treating, cartoning, and/or packing shell eggs)
- ☐ Other (please specify)

_____

Do any other people usually share your copy of POULTRY TRIBUNE?

☐ Yes ☐ No

(a) If "yes," about how many other people? _____ number

3. Do you now have chickens 3 months old and over in your own or contract flocks?

☐ Yes ☐ No

(a) If "yes," about how many? _____ number

(b) Did you raise any replacement pullet chicks in the last twelve months?

☐ Yes ☐ No

(1) If "yes," about how many? _____ number

(If you or your firm do NOT produce any table eggs nor hatching eggs, nor grow any pullet chicks, please skip to question 31)

4. Do you now have any **brown**–egg layers in your own or contract flock(s)?

☐ Yes ☐ No

If "yes":

(a) About how many? _____ number

(b) Do you expect the number of brown–egg layers in your own or contract flocks(s) to be larger, or smaller, in five years? (please check)

- ☐ A lot larger
- ☐ Somewhat larger
- ☐ About same as now
- ☐ Somewhat smaller
- ☐ A lot smaller

5. What are your top three considerations in selecting a strain of pullets or layers? (please check three)

- ☐ Livability
- ☐ Feed conversion rate
- ☐ Size of bird
- ☐ Disease resistance
- ☐ Early maturity
- ☐ Price of pullet
- ☐ Supplier's technical information assistance
- ☐ Number of eggs per hen housed
- ☐ Percentage of undergrades
- ☐ Egg shell color
- ☐ Egg shell strength
- ☐ Haugh units (interior egg quality)
- ☐ Egg size
- ☐ Other (please specify)

_____

(a) Please circle the two features (in question 5 above) that are least important to you.

6. On the average, about how many eggs **per layer** per year did you get in the last twelve months?

_____ eggs ☐ did not produce eggs

(a) Roughly how many eggs per layer do you estimate you will get **five years** from now?

_____ eggs ☐ will not be in egg production

7. On the average, about how many pounds of feed did your layer operation use **per dozen eggs** produced in 1981?

_____ pounds of feed ☐ did not produce eggs

(a) Roughly how many pounds of feed do you estimate you will use **per dozen eggs** five years from now?

_____ lbs. of feed ☐ will not be in egg production

8. Is it proper, in your opinion, for layer breeder companies to also engage in table egg production?

☐ Yes ☐ No

9. What was the source of your layer and/or pullet feed in 1981? (please check all that apply)

- ☐ Bought as **complete** feed
- ☐ Bought as commercial **supplement** which is mixed with grain on the farm
- ☐ Bought as **premix** to which you add soybean meal and grain on the farm
- ☐ Built from the **ground–up** on the farm starting with purchased micro–ingredients
- ☐ Other (please specify)

_____

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(a) If you bought premix and/or commercial supplement, about how much did you include **per ton of finished feed**? (please check all that apply)

	Premix	Supplement
Less than 35 lbs..	☐	☐
35 to 64 lbs.....	☐	☐
65 to 99 lbs.....	☐	☐
100 to 149 lbs.....	☐	☐
150 to 299 lbs.....	☐	☐
300 to 499.....	☐	☐
500 or more lbs....	☐	☐

10. Do you routinely feed a **medicated** feed to improve egg production?

☐ Yes ☐ No

(a) If "yes," what type(s) of drug (s) do you use? (please check all that apply)

☐ Antibiotic
☐ Anticoccidial agent
☐ Nitrofuran
☐ Wormer
☐ Other (please specify) _____

11. Please rank your laying flock health problems by writing in "1" beside your most serious problem below, "2" beside the second most serious, etc., for as many as were important to you in 1981.

_____ Chronic Respiratory Disease or Air Sac (PPLO)
_____ Infectious Bronchitis
_____ Coccidiosis
_____ Lymphoid Leukosis
_____ Lice
_____ Mites
_____ Marek's
_____ Mycosis
_____ Newcastle
_____ Worms
_____ Flies
_____ Other (please specify)_____
_____ None

12. Which of the following types of health products did you use as pullet and/or layer **feed additives** for treatment or prevention in 1981? (please check all that were used)

☐ Antibiotic(s)
☐ Anticoccidial agent(s)
☐ Nitrofuran(s)
☐ Sulfa drug(s)
☐ Wormer(s)
☐ Other (please specify)_____
☐ Don't know
☐ None

(a) About how much, if any, was spent for the **feed additive** health products checked in question 12 above that you used in the last twelve months?

_____ (approx.)
dollars

13. Which of the following types of health products for your pullet and/or layer operation did you use **other** than in feed (through drinking water, by injection, by eye dropper, etc.) in 1981? (please check all that were used)

☐ Antibiotic(s)
☐ Anticoccidial agent(s)
☐ Lice control product(s)
☐ Miticide(s)
☐ Nitrofuran(s)
☐ Sulfa drug(s)
☐ Vaccine(s)
☐ Wormer(s)
☐ Other (please specify) _____
☐ Don't know
☐ None

(a) About how much, if any, was spent for the **non**-feed additive health products in question 13 above that you used in the last twelve months?

_____ (approx.)
dollars

14. For which of the following diseases, if any, are your layers vaccinated? (please check)

☐ Bronchitis
☐ Coryza
☐ Fowl Pox
☐ Laryngotracheitis
☐ Marek's
☐ Newcastle
☐ Other (please specify) _____

15. In what **form**, if any, do you apply lice and/or mite control products to the layers and/or pullets in your operation?

	To Control LICE	To Control MITES
Dust.....	☐	☐
Mist or Fog.....	☐	☐
Spray.....	☐	☐
Other (please specify).	_____	_____

16. Please check the type(s) of fly control program you follow

☐ Larvicide on the droppings
☐ Surface spray on the walls
☐ Fly bait in the alley ways
☐ Misting in the air
☐ Biological control
☐ Other (please specify)_____
☐ Do not attempt to control

17. If you raise replacement pullets, at what age are they placed in cages or on wire? (please check)

☐ At day 1
☐ Older than day 1, but less than 8 weeks old
☐ 8 to 9 weeks old
☐ 10 to 17 weeks old
☐ 18 to 20 weeks old
☐ More than 20 weeks old
☐ Never

18. If you have caged layers, do any of them have **four** or more inches of feed trough space?

☐ Yes ☐ No

(a) If "yes," about what percent of them do? (please check)

☐ 1% to 24.9%
☐ 25% to 49.9%
☐ 50% to 74.9%
☐ 75% to 99.9%
☐ 100%

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19. If you have caged layers or pullets, about how many square inches of cage area do you prefer **per layer** and/or **per pullet**? (please check)

Per Layer	Per Pullet
☐ Under 47 sq. in.	☐ Under 38 sq. in.
☐ 47 – 50 sq. in	☐ 38 – 41 sq. in.
☐ 51 – 54 sq. in.	☐ 42 – 45 sq. in.
☐ 55 – 58 sq. in.	☐ 46 – 48 sq. in.
☐ 59 – 60 sq. in.	☐ Over 48 sq. in.
☐ Over 60 sq. in.	

20. What type(s) would you like your **next** layer cages to be? (please check)

- ☐ Reverse cages (wider than deep – 1 bird deep so every bird has access to feed)
- ☐ Stacked cages (front walls of cages are flush)
- ☐ Single tier cages
- ☐ Double deck cages
- ☐ Triple deck cages
- ☐ Other (please specify)

_____

21. What type would you like your next layer manure-handling system to be? (please check)

- ☐ Non-overlapping cages requiring no manure handling
- ☐ Cages with metal or plastic dropping boards requiring mechanical scraping
- ☐ Tiered cages with self-cleaning plastic shields
- ☐ Other (please specify)

_____

22. What impact do you feel the **animal rights** movement will have on your layer and/or pullet operation? (please check)

☐ Very costly ☐ Somewhat costly ☐ No impact

23. If you have layers, what type(s) of watering system(s) do you use for them? (please check)

- ☐ Cup system
- ☐ Nipple
- ☐ Continuous flow trough
- ☐ Other (please specify)

_____

(a) Please circle the type(s) of waterer(s) in question 23 above that you are likely to buy next time.

24. What is your most important consideration in selecting a watering system? (please check)

- ☐ Reliability
- ☐ Level of mortality when system is first installed
- ☐ Cleaning time
- ☐ Price
- ☐ Production performance
- ☐ Other (please specify)

_____

25. What is your first consideration in choosing a feeding system? (please check)

- ☐ Reliability
- ☐ Price
- ☐ Energy required to operate feeder
- ☐ Feed conversion
- ☐ Other (please specify)

_____

26. If you raise pullets. . .

(a) How important is **fuel economy** in your choice of chick brooders? (please check)

- ☐ Of considerable importance
- ☐ Of some importance
- ☐ Of no importance

(b) What energy source(s) do your brooders use? (please check)

- ☐ Propane
- ☐ Natural gas
- ☐ Electricity
- ☐ Other (please specify)

_____

(c) If you use propane or natural gas brooders, about how many birds do you place at one time **per brooder**?

_____ number

27. Do you have a stand-by electric generator for your layer or pullet operation?

☐ Yes ☐ No

28. Do you have problems with poor egg shell quality?

☐ Yes ☐ No ☐ Do not produce eggs

If "yes," . . .

(a) How serious are they? (please check)

- ☐ Very serious
- ☐ Serious
- ☐ Acceptable but a problem
- ☐ Minor problem

(b) Approximately what percent of your egg production do you lose through poor quality shells? (please check)

- ☐ Less than 2%
- ☐ 2% – 4.9%
- ☐ 5% – 9.9%
- ☐ 10% or more

29. Is **most** of your egg output processed by you on the farm, or picked up and processed (washed, graded, cartoned etc.) elsewhere? (please check)

- ☐ Processed by us on the farm
- ☐ Picked up and processed elsewhere
- ☐ Do not produce eggs
- ☐ Other (please specify)

_____

(a) If you process most of your egg output on the farm, do you have **in-line** shell egg processing – where eggs move from the layer directly to processing without being touched by hand until they reach the consumer?

☐ Yes ☐ No

please turn to back page

Please return this folder even if answered only partly.

30. Do you expect a larger, or a smaller, **percent** of your eggs to be cartoned on your farm (rather than by an outside specialized shell egg processing company) in the next three years? (please check)

- ☐ Larger percent
- ☐ Smaller percent
- ☐ No change
- ☐ Do not produce eggs
- ☐ Other (please specify)

_____

31. Please check the following egg operations that you or your firm perform?

- ☐ Wash eggs
- ☐ Grade for size
- ☐ Grade for quality
- ☐ Pack eggs in cartons
- ☐ Pack eggs in cases
- ☐ Break eggs
- ☐ Freeze eggs
- ☐ Dry eggs
- ☐ Pasteurize eggs
- ☐ Make further processed egg products
- ☐ None of above

32. If you process (wash, grade, carton) any shell eggs, about how many cases did you process in the last twelve months?

_____ cases (30 dozen each or equivalent)

(If you or your firm do NOT process shell eggs, please skip to question 36)

33. What is the approximate total capacity of your shell egg processing room or plant?

_____ cases per hour (30-dozen cases or equivalent)

34. If you pack eggs in cartons . . .

(a) What type(s) of carton(s) do you use? (please check)

- ☐ Foam plastic
- ☐ Molded fiber
- ☐ Paperboard
- ☐ Transparent plastic
- ☐ Foam plastic with see-through over-wrap
- ☐ Molded fiber with see-through over-wrap
- ☐ Paperboard with see-through over-wrap
- ☐ Other (please specify)

_____

(b) How many eggs can each of your cartons hold? (please check all that apply)

- ☐ 30 eggs
- ☐ 23 eggs
- ☐ 18 eggs
- ☐ 12 eggs
- ☐ 6 eggs
- ☐ Other (please specify)

_____

(c) Do you expect your use of any of the carton sizes in question 34(b) above to increase at a faster rate than the others in the next two years?

☐ Yes ☐ N

(1) If "yes," which carton size(s) (please check)

- ☐ 30-egg
- ☐ 24-egg
- ☐ 18-egg
- ☐ 12-egg
- ☐ 6-egg
- ☐ Other (please specify)

_____

(d) Who decides on the type and size of egg cartons that you use? (please check)

- ☐ We do (the egg cartoner)
- ☐ The egg buyer that we sell to
- ☐ Other (please specify)

_____

35. In the next five years . . .

(a) Do you expect your sales of extra large or jumbo eggs to grow at a faster, or a slower, rate than your total egg sales?

- ☐ Grow faster
- ☐ Grow slower
- ☐ Grow at same rate
- ☐ Other (please specify)

_____

(b) Do you expect your sales of smaller eggs, (perhaps 22 to 23 ounces per dozen) to grow at a faster, or a slower, rate than your total egg sales

- ☐ Grow faster
- ☐ Grow slower
- ☐ Grow at same rate
- ☐ Other (please specify)

_____

36. How many people on your farm or in your firm influence the selection and purchase of your layers and/or pullets, feed, health products, housing, production equipment, and/or shell egg processing and packaging equipment and supplies?

_____ number

(a) How many of these people (included in your answer to question 36) see salesmen regularly?

_____ number

Thank you for returning this folder promptly. We appreciate your interest in POULTRY TRIBUNE, and I am sure this information will help us to make it even more valuable to you.

David Amey, Editor

Poultry Tribune

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